AMENDMENTS TO THE CLAIMS

Claim 1 (Currently Amended) A method for creating an on-line shopping mall using an existing computer network directory of a first plurality of providers originally associated with a master entity, the method comprising:

receiving one or more inputs from a subordinate entity for a customization model;

creating a new computer network directory of a second plurality of providers associated with the subordinate entity using the existing computer network directory as governed by the customization model, wherein the second plurality of providers comprises a subset of the first plurality of providers, and wherein network location information for one or more of the first plurality of providers is copied at least in part to the new computer network directory; and

embedding an identifier corresponding to the subordinate entity into at least a portion of the new computer network directory;

wherein each of the first plurality of providers has a contractual duty to share at least a portion of its revenue with the master entity.

Claim 2 (Canceled)

Claim 3 (Original) The method of claim 1 wherein the first plurality of providers offers goods, services or both goods and services.

Claim 4 (Original) The method of claim 1 wherein each of the first plurality of providers is associated in the existing computer network directory with a network location.

Claim 5 (Original) The method of claim 4 wherein each of the second plurality of providers is associated in the new computer network directory with a network location.

Claim 6 (Original)   The method of claim 5 further comprising referring potential customers to one or more of the second plurality of providers by passing linking information for each of the one or more of the second plurality of providers through a hosting server controlled by the master entity.

Claim 7 (Canceled)

Claim 8 (Original)   The method of claim 4 wherein each of the first plurality of providers is associated in the existing computer network directory with a unique network location identified by a uniform resource locator.

Claim 9 (Previously Presented)   The method of claim 1 wherein the creating of the new computer network directory is performed on at least one server controlled by the master entity.

Claim 10 (Canceled)

Claim 11 (Currently Amended)   The method of claim 1 ~~10~~ wherein one or more of the second plurality of providers has a contractual duty to share a least a portion of revenue with the subordinate entity.

Claim 12 (Original)   The method of claim 11 wherein the portion of revenue of the one or more second plurality of providers is established by the contractual relationship of the master entity with the first plurality of providers.

Claim 13 (Original)   The method of claim 11 further comprising sending revenue from the master entity to the subordinate entity corresponding to the portion of revenue of the one or more second plurality of providers.

Claim 14 (Previously Presented)   The method of claim 1 wherein the new computer network directory is configured to provide a directory of merchants for on-line shopping by customers.

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Claim 15 (Previously Presented)   The method of claim 14 wherein the one or more inputs for the customization model comprise product categories to use in copying selected data from the existing computer network directory.

Claim 16 (Previously Presented) The method of claim 1 further comprising monitoring an on-line shopping environment for customers, wherein the shopping environment incorporates the new computer network directory, and wherein the shopping environment is configured so that customers may select a merchant from the new computer network directory to make a purchase.

Claim 17 (Previously Presented)   The method of claim 16 wherein:

(i) the on-line shopping environment comprises a user interface; and

(ii) the one or more inputs from the subordinate entity comprise one or more inputs related to conditional rules; and

the method further comprising configuring the user interface to dynamically update based on the conditional rules.

Claim 18 (Previously Presented) A system for using an existing computer network directory of a plurality of providers originally associated with a master entity to create an on-line shopping mall for a subordinate entity, the system comprising at least one server configured to:

receive one or more inputs for a customization model by communications with the subordinate entity, wherein the customization model comprises at least one selection from a plurality of pre-designed templates suitable for building the shopping mall;

create a new computer network directory using the existing computer network directory based on the customization model, wherein the new computer network directory comprises a subset of the plurality of providers originally associated with the master entity;

embed an identifier corresponding to the subordinate entity into at least a portion of the new computer network directory; and

create the shopping mall based on the customization model, wherein the shopping mall incorporates the new computer network directory.

Claim 19 (Previously Presented)   A computer-readable medium having computer-executable instructions for performing, when executed on a computer, a method using an existing computer network directory of a plurality of existing providers originally associated with a master entity to create a new computer network directory for a subordinate entity, the method comprising:

receiving one or more inputs for a customization model by communications with the subordinate entity;

creating the new computer network directory using the existing computer network directory as filtered by the customization model, wherein the new computer network directory comprises a subset of the plurality of existing providers originally associated with the master entity; and

embedding an identifier corresponding to the subordinate entity into at least a portion of the new computer network directory.

Claims 20-22 (Canceled)

Claim 23 (Previously Presented)   A method for using an existing computer network directory of a plurality of providers originally associated with a master entity to create an on-line shopping mall, the method comprising:

receiving data from a subordinate entity in order to define at least one rule to characterize the on-line shopping mall;

creating a new computer network directory associated with the subordinate entity using the existing computer network directory and the at least one rule, wherein the new computer network directory comprises a subset of the plurality of providers originally associated with the master entity; and

embedding an identifier corresponding to the subordinate entity into at least a portion of the new computer network directory.

Claim 24 (Previously Presented) The method of claim 23 wherein one of the at least one rule comprises a product category.

Claim 25 (Previously Presented) The method of claim 23 wherein one of the at least one rule comprises featured merchants.

Claim 26 (Previously Presented) A method for a master entity to create an on-line shopping mall for a subordinate entity and to track referrals from the shopping mall, the method comprising:

receiving, from the subordinate entity, one or more inputs to define a customization model to create the shopping mall;

using selected portions of data from an existing computer network directory of the master entity as governed by the customization model to create a new computer network directory for the shopping mall, wherein:

(i) the existing computer network directory comprises a plurality of providers originally associated with the master entity; and

(ii) the new computer network directory comprises a link to each of a subset of the plurality of providers, and further comprises an identifier embedded into each link to identify the subordinate entity; and

tracking referrals from the shopping mall using the identifier, wherein the shopping mall is configured to provide customer access to the subset of providers.

Claim 27 (Previously Presented) The method of claim 26 further comprising providing, to the subordinate entity, a plurality of product categories for selection by the subordinate entity as at least one of the one or more inputs for the customization model.

Claim 28 (Previously Presented) The method of claim 26 wherein the shopping mall of the first subordinate entity is a first shopping mall, and further comprising publishing a second shopping mall based on the existing computer network directory, wherein the first and second shopping malls are simultaneously available on-line for customer access.

Claim 29 (Previously Presented) The method of claim 26 wherein the subordinate entity is a first subordinate entity, the customization model is a first customization model, and the new computer network directory is a first directory, and further comprising:

receiving, from a second subordinate entity, one or more inputs to define a second customization model; and

using selected portions of data from the first directory as governed by the second customization model to create a second new computer network directory for a shopping mall of the second subordinate entity.